11/16/87 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF SEPTEMBER 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	678.9	+ 48.0	+ 7.6			
1986	630.9	- 62.2	- 9.0			
1985	693.1					
CUMULATIVE YTD						
1987	3647.1	+378.6	+ 11.6			
1986	3268.5	-315.2	- 8.8			
1985	3583.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	364.4	+114.1	+ 45.6			
1986	250.3	+ 55.4	+ 28.4			
1985	194.9					
CUMULATIVE YTD						
1987	4907.7	+442.2	+ 9.9			
1986	4465.5	-642.6	- 12.6			
1985	5108.1					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

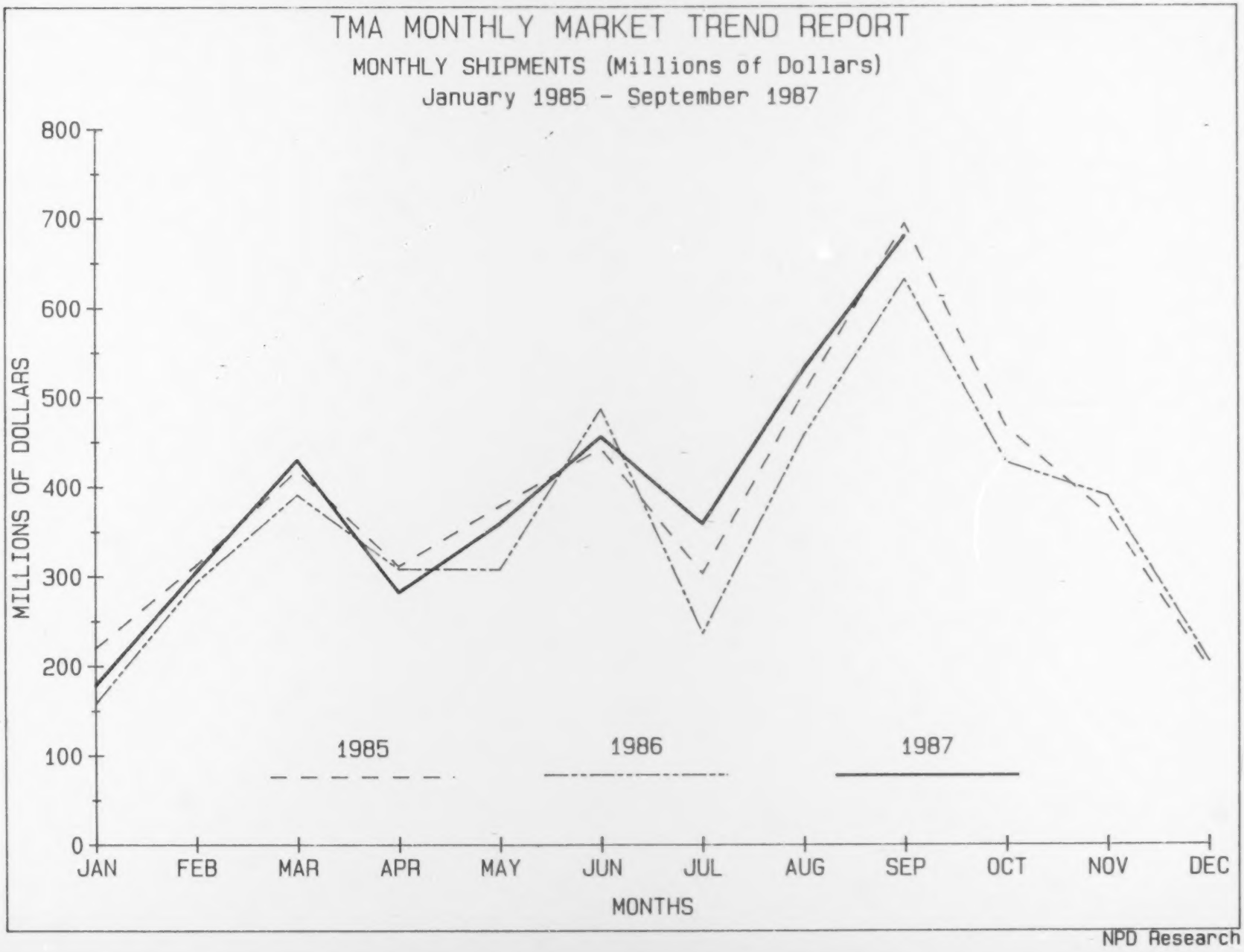
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

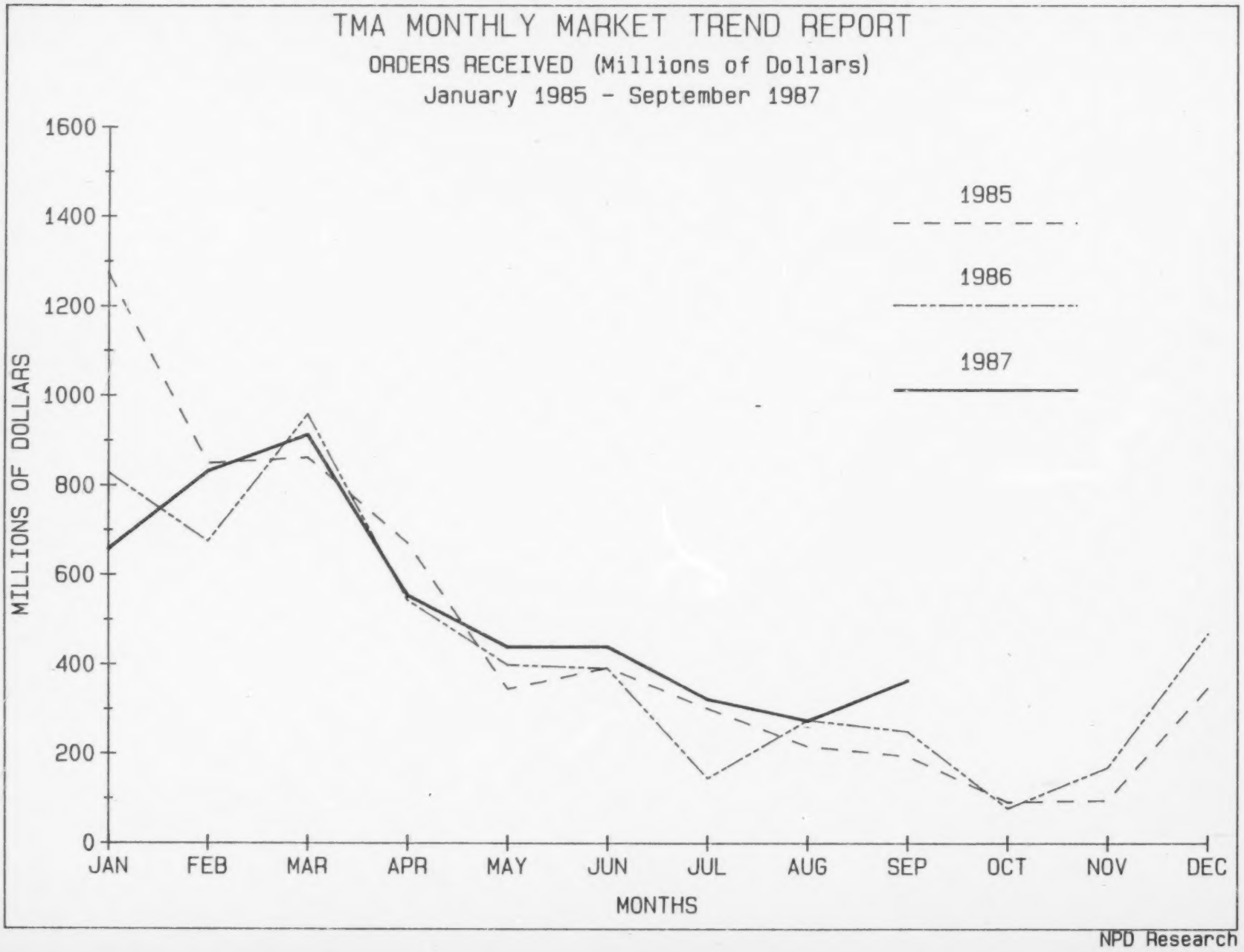
DOLLAR TREND BY MONTH SEPTEMBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	466.4	282.0	391.0	455.8	358.9	530.3	678.9				405.2
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	363.2
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	398.2
1987 CUMULATIVE YTD	178.7	483.9	950.2	1232.2	1623.2	2079.0	2438.0	2968.2	3647.1				
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	657.4	831.4	1035.9	554.2	428.6	439.4	322.5	274.0	364.4				545.3
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	496.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	567.6
1987 CUMULATIVE	657.4	1488.8	2524.7	3078.8	3507.4	3946.9	4269.4	4543.3	4907.7				
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4				48.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	55.1
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	60.6
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1250.7				1708.3
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1682.1
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1901.8

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - September 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - September 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 45 - SEPTEMBER 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X		PLACO	X	X
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO			POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY	X	X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SKILCRAFT	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

NOTE: BEGINNING WITH SEPTEMBER 1987 DATA,
SEGA PRODUCTS MANUFACTURED BY TONKA ARE
BEING INCLUDED WITH TONKA'S DATA.
KRANSCO AND POWER WHEELS ARE NOT PARTICIPATING THIS MONTH.

12/18/87 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF October

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH 1987	589.2	+162.5	+38.1			
1986	426.7	-39.1	-8.4			
1985	465.8					
CUMULATIVE YTD 1987	4236.3	+541.1	+14.6			
1986	3695.2	-354.3	-8.7			
1985	4049.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1987	266.6	+188.4	+240.9			
1986	78.2	-14.0	-15.2			
1985	92.2					
CUMULATIVE YTD 1987	5174.4	+630.7	+13.9			
1986	4543.7	-656.6	-12.6			
1985	5200.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

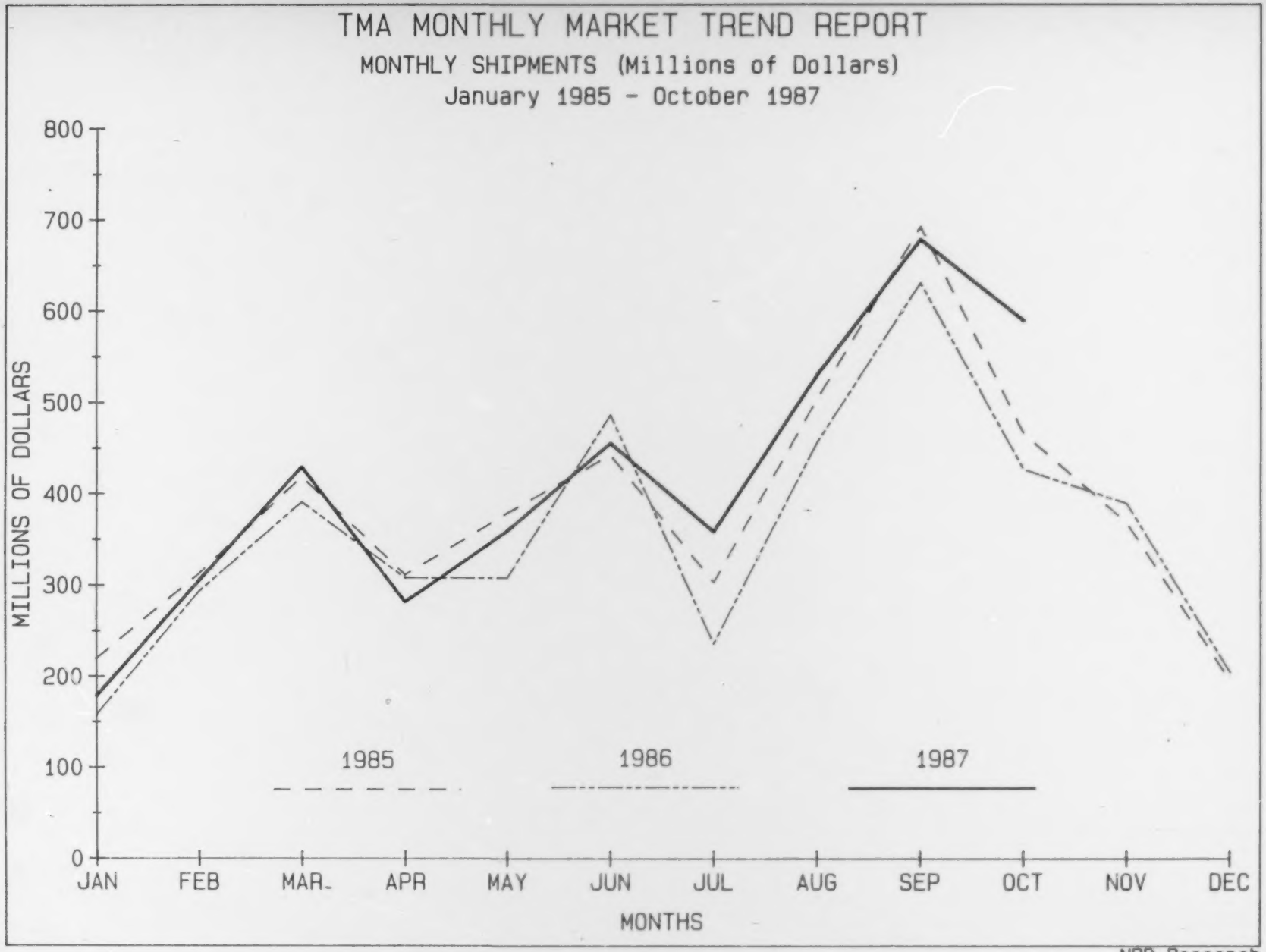
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH OCTOBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	466.4	282.0	391.0	455.8	358.9	530.3	678.9	589.2			423.6
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	369.5
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	405.0
1987 CUMULATIVE YTD	178.7	483.9	950.2	1232.2	1623.2	2079.0	2438.0	2968.2	3647.1	4236.3			
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	657.4	831.4	1035.9	554.2	428.6	439.4	322.5	274.0	364.4	266.6			517.4
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	454.4
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	520.0
1987 CUMULATIVE	657.4	1488.8	2524.7	3078.8	3507.4	3946.9	4269.4	4543.3	4907.7	5174.4			
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8			56.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	61.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	66.5
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1250.7	800.7			1617.5
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1575.4
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1778.9

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)



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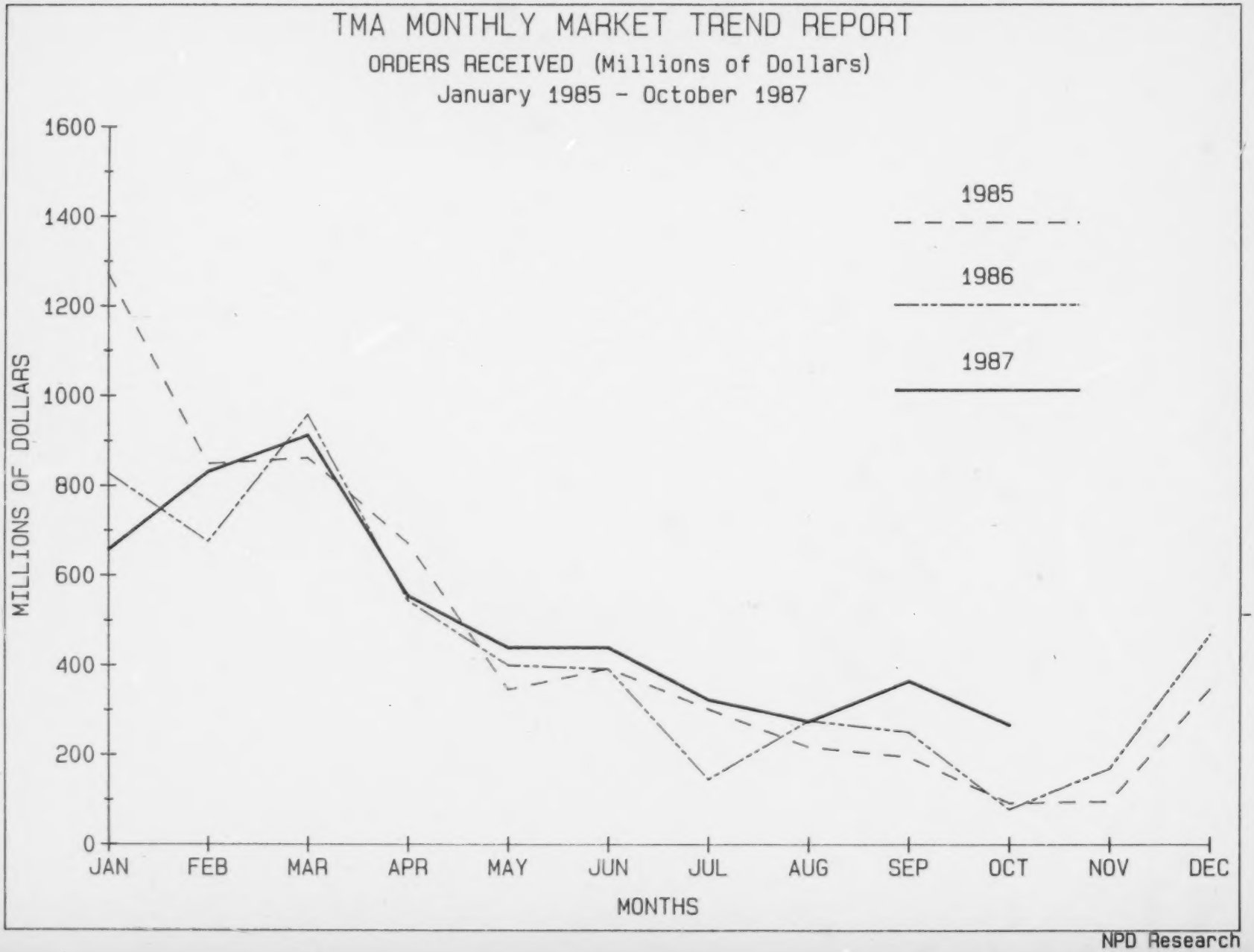

TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - October 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 46 - OCTOBER 1987

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR	X	X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY	X	X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	X
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
SKILCRAFT	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY	X	

NOTE: POWER WHEELS IS NOT PARTICIPATING THIS MONTH

1/88 - A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF NOVEMBER 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	617.5	+228.6	+ 58.8			
1986	388.9	+ 21.1	+ 5.7			
1985	367.8					
CUMULATIVE YTD						
1987	4853.8	+769.7	+ 18.8			
1986	4084.1	-333.2	- 7.5			
1985	4417.3					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	413.9	+244.5	+144.3			
1986	169.4	+ 73.0	+ 75.7			
1985	96.4					
CUMULATIVE YTD						
1987	5588.3	+875.2	+ 18.6			
1986	4713.1	-583.6	- 11.0			
1985	5296.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

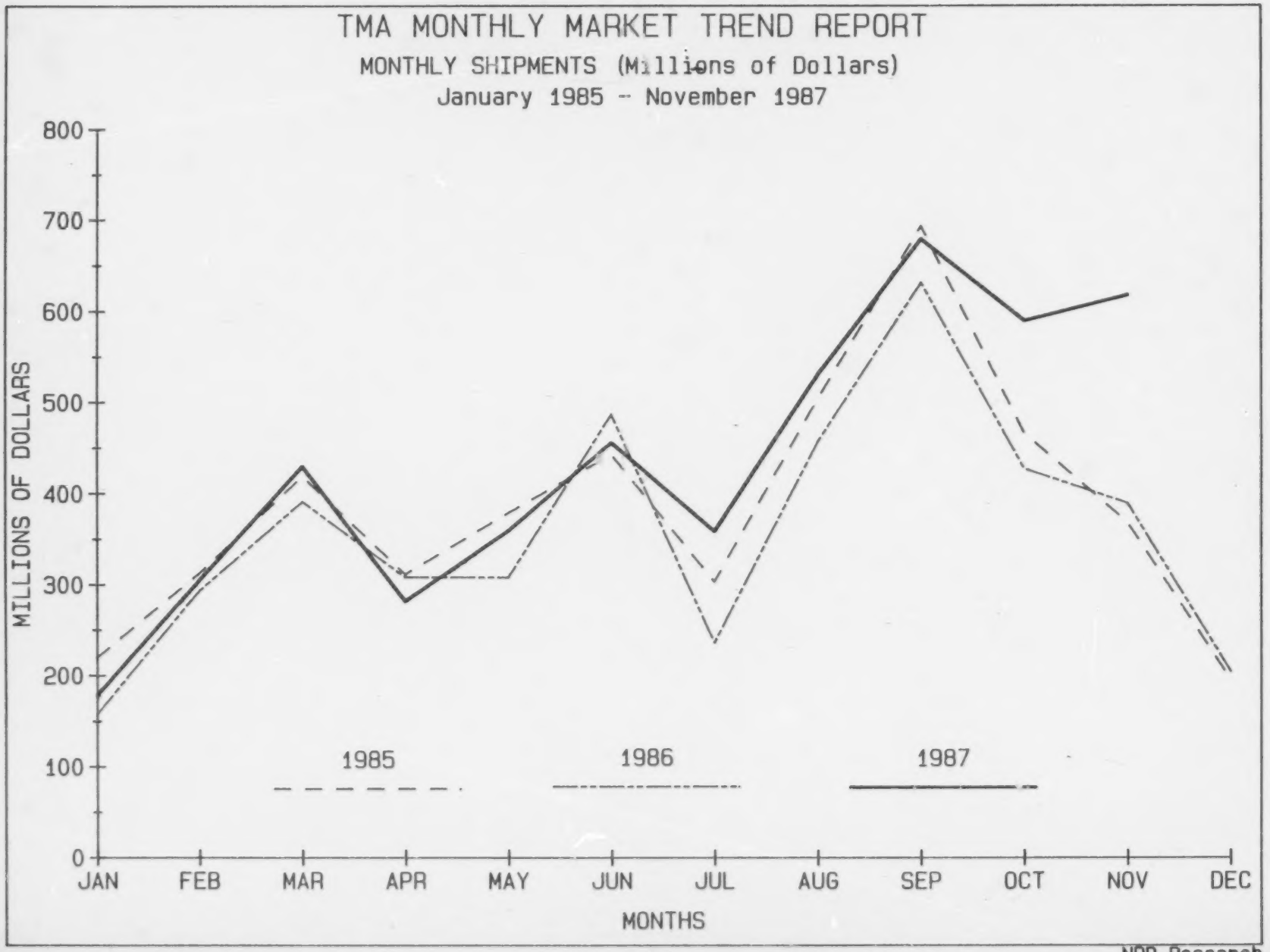
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH NOVEMBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	466.4	282.0	391.0	455.8	358.9	530.3	678.9	589.2	617.5		441.3
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	371.3
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	401.6
1987 CUMULATIVE YTD	178.7	483.9	950.2	1232.2	1623.2	2079.0	2438.0	2968.2	3647.1	4236.3	4853.8		
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	657.4	831.4	1035.9	554.2	428.6	439.4	322.5	274.0	364.4	266.6	413.9		508.0
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	428.5
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	481.5
1987 CUMULATIVE	657.4	1488.8	2524.7	3078.8	3507.4	3946.9	4269.4	4543.3	4907.7	5174.4	5588.3		
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8		63.2
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	62.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	73.6
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1250.7	800.7	465.2		1512.7
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1461.8
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1640.2

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - November 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
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OCT
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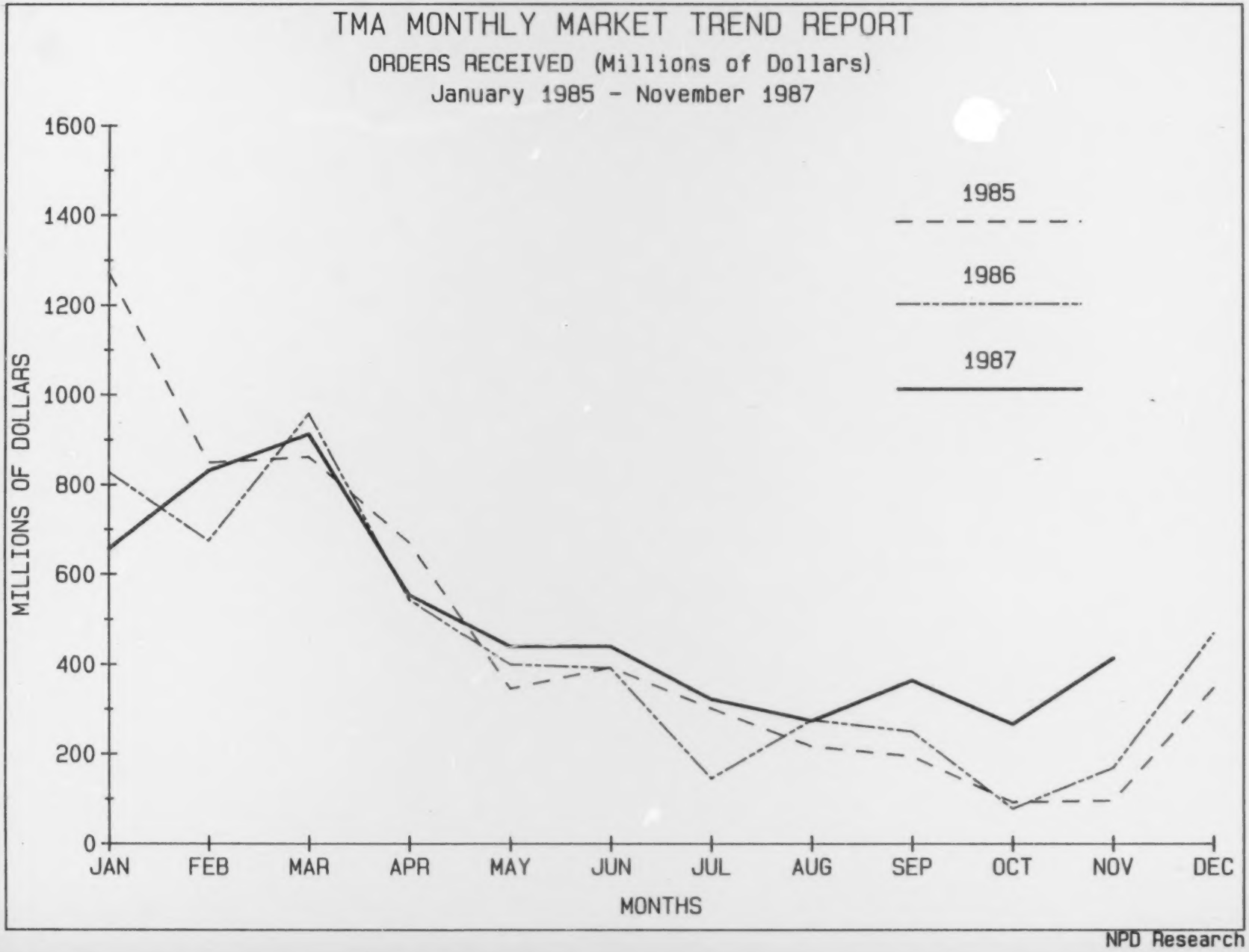
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - November 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 44 - NOVEMBER 1987

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN		X
BARR	X	X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY	X	X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL		X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
SKILCRAFT	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY	X	

NOTE: BANDAI, POWER WHEELS, AND PROLL
ARE NOT PARTCIPATING THIS MONTH.

2/19/88 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JANUARY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	179.8	+ 21.7	+ 13.7			
1986	158.1	- 61.3	- 27.9			
1985	219.4					
CUMULATIVE YTD						
1987	179.8	+ 21.7	+ 13.7			
1986	158.1	- 61.3	- 27.9			
1985	219.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	658.5	-169.3	- 20.4			
1986	827.8	-445.7	- 35.0			
1985	1273.5					
CUMULATIVE YTD						
1987	658.5	-169.3	- 20.4			
1986	827.8	-445.7	- 35.0			
1985	1273.5					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF FEBRUARY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	306.3	+ 13.0	+ 4.4			
1986	293.3	- 19.2	- 6.1			
1985	312.5					
CUMULATIVE YTD						
1987	486.0	+ 34.6	+ 7.7			
1986	451.4	- 80.5	- 15.1			
1985	531.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	840.5	+165.9	+ 24.6			
1986	674.6	-174.5	- 20.6			
1985	849.1					
CUMULATIVE YTD						
1987	1499.0	- 3.4	- 0.2			
1986	1502.4	-620.2	- 29.2			
1985	2122.6					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MARCH 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	459.6	+ 68.5	+ 17.5			
1986	391.1	- 27.7	- 6.6			
1985	418.8					
CUMULATIVE YTD						
1987	945.6	+103.1	+ 12.2			
1986	842.5	-108.2	- 11.4			
1985	950.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	1044.3	+ 86.0	+ 9.0			
1986	958.3	+ 96.0	+ 11.1			
1985	862.3					
CUMULATIVE YTD						
1987	2543.3	+ 82.6	+ 3.4			
1986	2460.7	-524.2	- 17.6			
1985	2984.9					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF APRIL 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	267.0	- 41.2	- 13.4			
1986	308.2	- 3.2	- 1.0			
1985	311.4					
CUMULATIVE YTD						
1987	1212.6	+ 61.9	+ 5.4			
1986	1150.7	-111.4	- 8.8			
1985	1262.1					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	539.1	- 4.1	- 0.7			
1986	543.2	-128.2	- 19.1			
1985	671.4					
CUMULATIVE YTD						
1987	3082.4	+ 78.5	+ 2.6			
1986	3003.9	-652.4	- 17.8			
1985	3656.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MAY 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	305.6	- 2.2	- 0.7			
1986	307.8	- 71.0	- 18.7			
1985	378.8					
CUMULATIVE YTD						
1987	1518.2	+ 59.7	+ 4.1			
1986	1458.5	-182.4	- 11.1			
1985	1640.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	343.2	- 55.9	- 14.0			
1986	399.1	+ 53.4	+ 15.4			
1985	345.7					
CUMULATIVE YTD						
1987	3425.6	+ 22.6	+ 0.7			
1986	3403.0	-599.0	- 15.0			
1985	4002.0					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JUNE 1987

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	428.2	- 58.3	- 12.0			
1986	486.5	+ 44.0	+ 9.9			
1985	442.5					
CUMULATIVE YTD						
1987	1946.5	+ 1.5	+ 0.1			
1986	1945.0	-138.4	- 6.6			
1985	2083.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	411.9	+ 20.6	+ 5.3			
1986	391.3	- 1.8	- 0.5			
1985	393.1					
CUMULATIVE YTD						
1987	3837.5	+ 43.2	+ 1.1			
1986	3794.3	-600.8	- 13.7			
1985	4395.1					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JULY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	247.1	+ 10.9	+ 4.6			
1986	236.2	- 67.1	- 22.1			
1985	303.3					
CUMULATIVE YTD						
1987	2193.5	+ 12.3	+ 0.6			
1986	2181.2	-205.5	- 8.6			
1985	2386.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	210.6	+ 65.2	+ 44.9			
1986	145.4	-156.2	- 51.8			
1985	301.6					
CUMULATIVE YTD						
1987	4048.2	+108.5	+ 2.8			
1986	3939.7	-757.0	- 16.1			
1985	4696.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF AUGUST 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	423.8	- 32.6	- 7.1			
1986	456.4	- 47.5	- 9.4			
1985	503.9					
CUMULATIVE YTD						
1987	2617.3	- 20.3	- 0.8			
1986	2637.6	-253.0	- 8.8			
1985	2890.6					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	167.5	-108.0	- 39.2			
1986	275.5	+ 59.0	+ 27.3			
1985	216.5					
CUMULATIVE YTD						
1987	4215.6	+ 0.4	N/C			
1986	4215.2	-698.0	- 14.2			
1985	4913.2					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR
MONTH OF SEPTEMBER 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	562.4	- 68.5	- 10.9			
1986	630.9	- 62.2	- 9.0			
1985	693.1					
CUMULATIVE YTD						
1987	3179.7	- 88.8	- 2.7			
1986	3268.5	-315.2	- 8.8			
1985	3583.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	232.0	- 18.3	- 7.3			
1986	250.3	+ 55.4	+ 28.4			
1985	194.9					
CUMULATIVE YTD						
1987	4447.6	- 17.9	- 0.4			
1986	4465.5	-642.6	- 12.6			
1985	5108.1					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF OCTOBER 1987

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	456.3	+ 29.6	+ 6.9			
1986	426.7	- 39.1	- 8.4			
1985	465.8					
CUMULATIVE YTD						
1987	3636.0	- 59.2	- 1.6			
1986	3695.2	-354.3	- 8.7			
1985	4049.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	123.0	+ 44.8	+ 57.3			
1986	78.2	- 14.0	- 15.2			
1985	92.2					
CUMULATIVE YTD						
1987	4570.6	+ 26.9	+ 0.6			
1986	4543.7	-656.6	- 12.6			
1985	5200.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF NOVEMBER 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	394.4	+ 5.5	+ 1.4			
1986	388.9	+ 21.1	+ 5.7			
1985	367.8					
CUMULATIVE YTD						
1987	4030.4	- 53.7	- 1.3			
1986	4084.1	-333.2	- 7.5			
1985	4417.3					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	190.8	+ 21.4	+ 12.7			
1986	169.4	+ 73.0	+ 75.7			
1985	96.4					
CUMULATIVE YTD						
1987	4761.4	+ 48.3	+ 1.0			
1986	4713.1	-583.6	- 11.0			
1985	5296.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF DECEMBER 1987

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	226.5	+ 22.4	+ 11.0			
1986	204.1	+ 9.1	+ 4.7			
1985	195.0					
CUMULATIVE YTD						
1987	4256.8	- 31.4	- 0.7			
1986	4288.2	-324.1	- 7.0			
1985	4612.3					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	389.2	- 79.8	- 17.0			
1986	469.0	+120.5	+ 34.6			
1985	348.5					
CUMULATIVE YTD						
1987	5150.6	- 31.5	- 0.6			
1986	5182.1	-463.1	- 8.2			
1985	5645.2					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

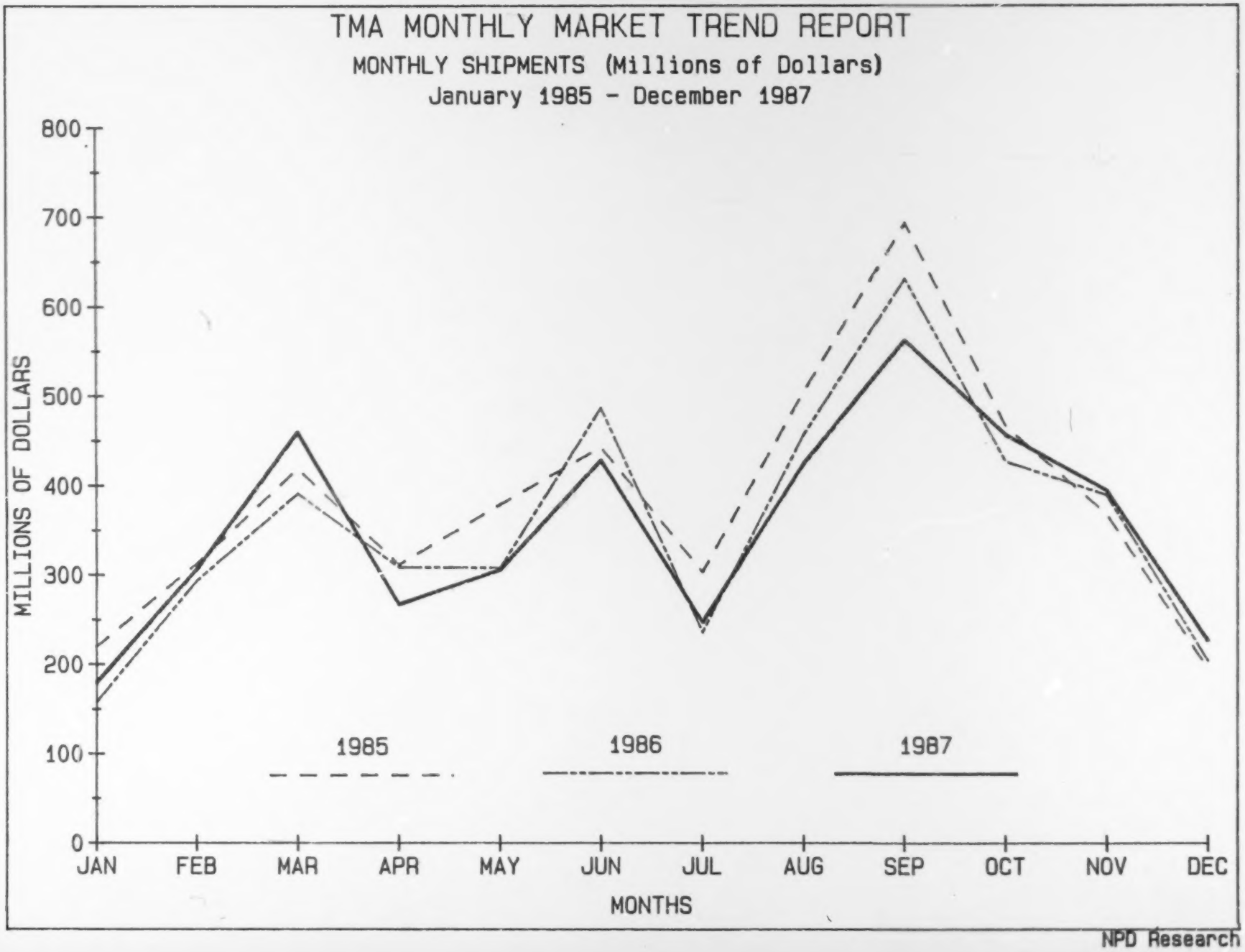
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

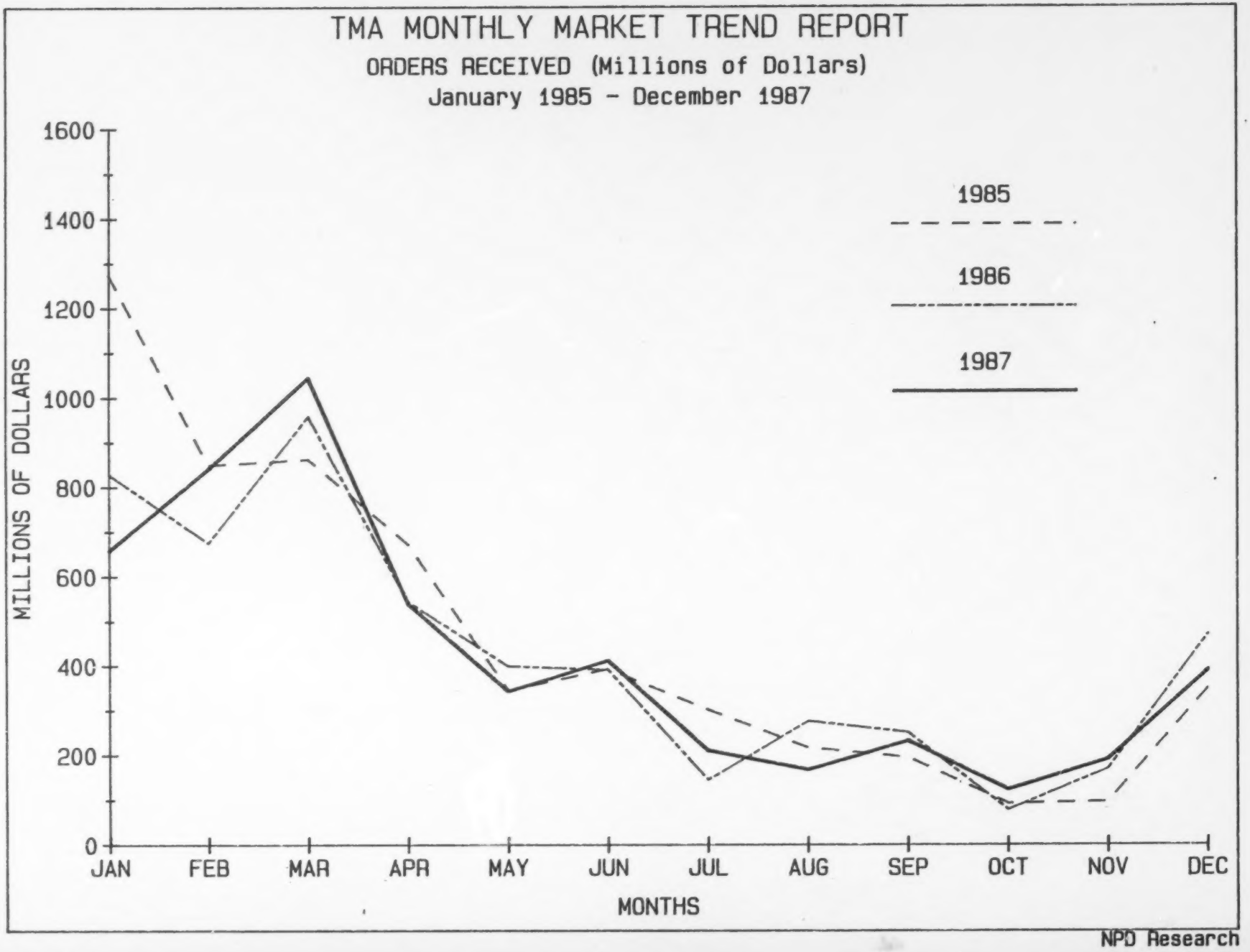
DOLLAR TREND BY MONTH DECEMBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	354.7
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	338.9	204.1	357.4
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	384.4
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	658.5	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	429.2
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	431.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	470.4
1987 CUMULATIVE	658.5	1499.0	2543.3	3082.4	3425.6	3837.5	4048.2	4215.6	4447.6	4570.6	4761.4	5150.6	
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	61.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	59.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	69.7
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1427.4
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1387.1
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1535.1

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - December 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - December 1987
1600
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - DECEMBER 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN		X	H-G TOYS	X	X	PLACO		
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SKILCRAFT	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

NOTE: BANDAI, PLACO AND POWER WHEELS
ARE NOT PARTCIPATING THIS MONTH.
BEGINNING WITH DECEMBER DATA, DOLLY TOY WILL
NOT BE PARTICIPATING AS THEY ARE NO LONGER
A TMA MEMBER.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR
MONTH OF JANUARY 1988

(Number of companies reporting this month 43)	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	228.8	+ 49.0	+ 27.3			
1987	179.8	+ 21.7	+ 13.7			
1986	158.1					
CUMULATIVE YTD						
1988	228.8	+ 49.0	+ 27.3			
1987	179.8	+ 21.7	+ 13.7			
1986	158.1					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	919.1	+ 5.5	+ 0.6			
1987	913.6	+ 85.8	+ 10.4			
1986	827.8					
CUMULATIVE YTD						
1988	919.1	+ 5.5	+ 0.6			
1987	913.6	+ 85.8	+ 10.4			
1986	827.8					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

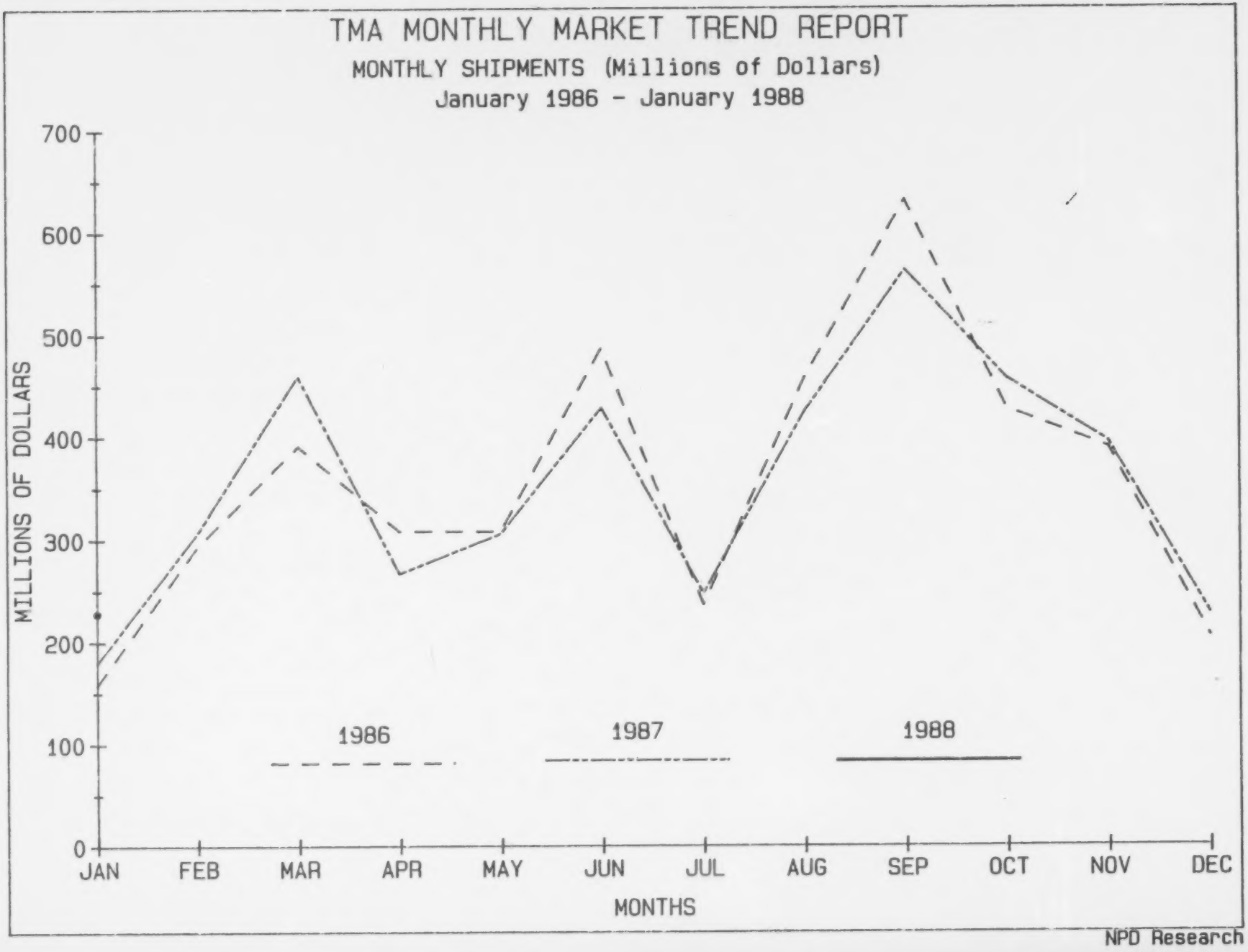
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH JANUARY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8												228.8
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	179.8
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	158.1
1988 CUMULATIVE YTD	228.8												
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	925.0												925.0
1987 MONTHLY	658.5	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	658.5
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	827.8
1988 CUMULATIVE YTD	925.0												
1987 CUMULATIVE YTD	658.5	1499.0	2543.3	3082.4	3425.6	3837.5	4048.2	4215.6	4447.6	4570.6	4761.4	5150.6	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3												29.3
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	14.6
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	17.8
ORDERS ON HAND (END OF MONTH)													
1988	1194.9												1194.9
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	873.9
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1026.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - January 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
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MAY
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JUL
AUG
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OCT
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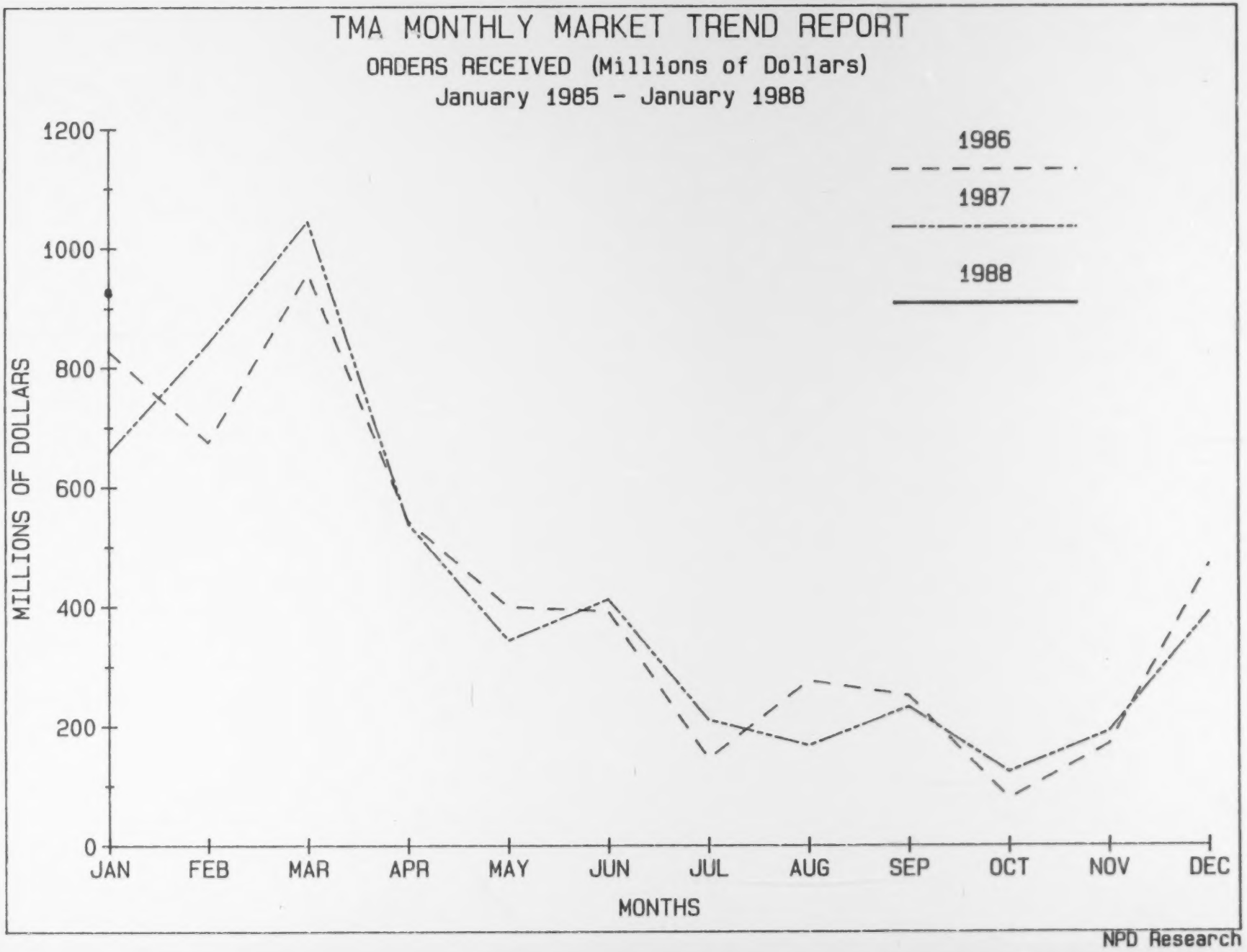
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - January 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - JANUARY 1988

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X		HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN		X	H-G TOYS	X	X	PLACO		
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SKILCRAFT	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

NOTE: BEGINNING WITH THE JANUARY 1988 REPORT,
SEGA WILL NO LONGER BE INCLUDED WITH TONKA'S DATA.
BANDAI, PLACO AND POWER WHEELS ARE NOT
PARTICIPATING THIS MONTH.

4/19/88

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF FEBRUARY 1988

(Number of companies reporting this month 43)	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	335.1	+ 28.8	+ 9.4			
1987	306.3	+ 13.0	+ 4.4			
1986	293.3					
CUMULATIVE YTD						
1988	563.9	+ 77.8	+ 16.0			
1987	486.1	+ 34.7	+ 7.7			
1986	451.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1988	669.2	-171.3	- 20.4			
1987	840.5	+165.9	+ 24.6			
1986	674.6					
CUMULATIVE YTD						
1988	1588.3	-165.8	- 9.5			
1987	1754.1	+251.7	+ 16.8			
1988	1502.4					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

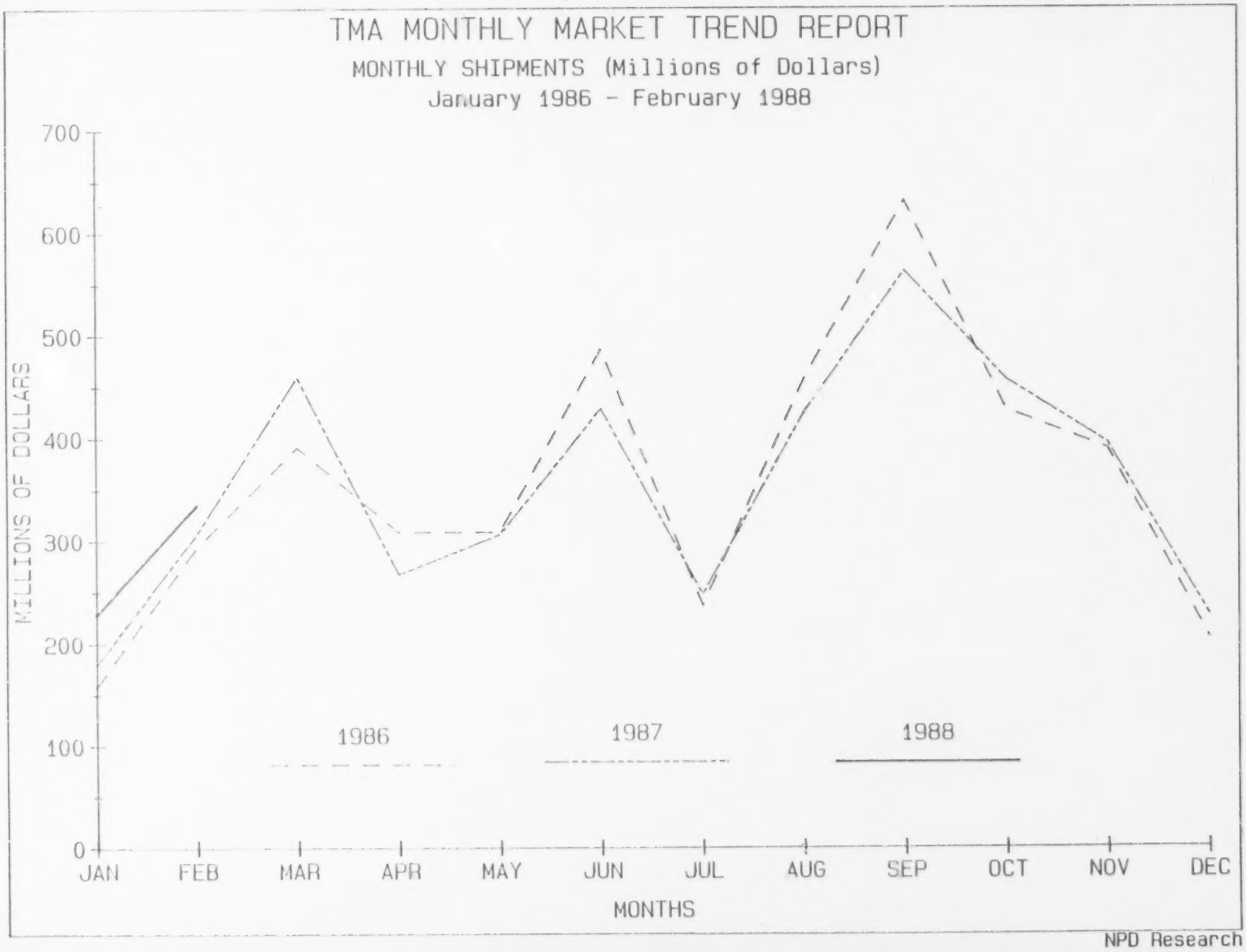
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

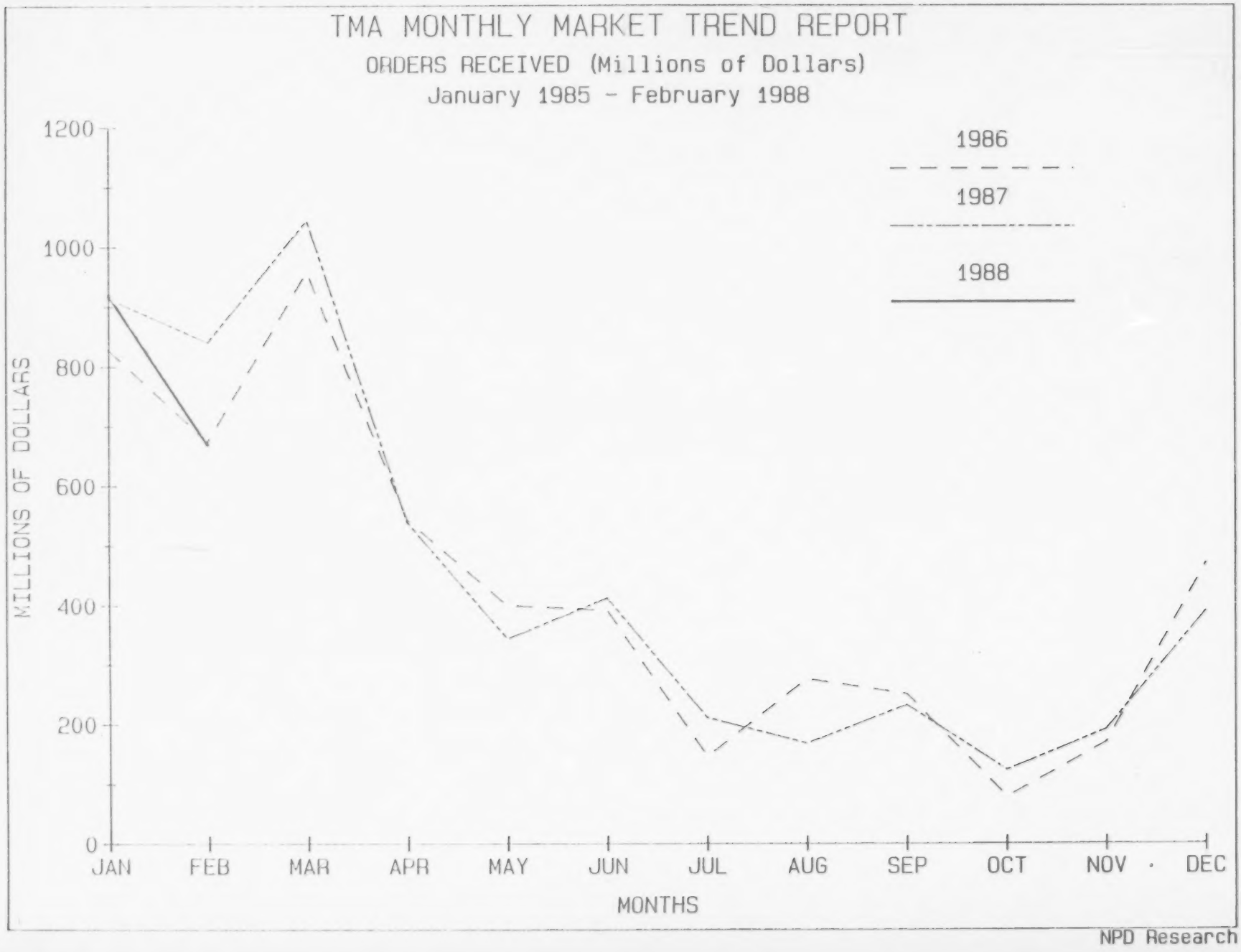
DOLLAR TREND BY MONTH FEBRUARY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1											282.0
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	243.1
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	225.7
1988 CUMULATIVE YTD	228.8	563.9											
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2											794.2
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	877.1
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	751.2
1988 CUMULATIVE YTD	919.1	1588.3											
1987 CUMULATIVE YTD	913.6	1754.1	2543.3	3082.4	3425.6	3837.5	4048.2	4215.6	4447.6	4570.6	4761.4	5150.6	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9											35.6
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	21.2
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	28.3
ORDERS ON HAND (END OF MONTH)													
1988	1196.9	1480.0											1336.4
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1128.2
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1195.7

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - February 1988
700
600
500
400
300
200
100
0
MILLIONS OF DOLLARS
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - February 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - FEBRUARY 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	
BANDAI AMERICAN		X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	X
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY	X	

* NEW NAME - REPLACING SKILCRAFT

NOTE: BEGINNING WITH THE FEBRUARY 1988 REPORT, BARR, INC. WILL NO LONGER BE PARTICIPATING. BANDAI AND POWER WHEELS ARE NOT PARTICIPATING THIS MONTH.

5/18/88

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MARCH 1988

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	384.3	- 75.3	- 16.4			
1987	459.6	+ 68.5	+ 17.5			
1986	391.1					
CUMULATIVE YTD						
1988	948.2	+ 2.5	+ 0.3			
1987	945.6	+103.2	+ 12.2			
1986	842.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	1015.6	- 28.7	- 2.7			
1987	1044.3	+ 86.0	+ 9.0			
1986	958.3					
CUMULATIVE YTD						
1988	2603.9	-194.5	- 6.9			
1987	2798.4	+337.7	+ 13.7			
1986	2460.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

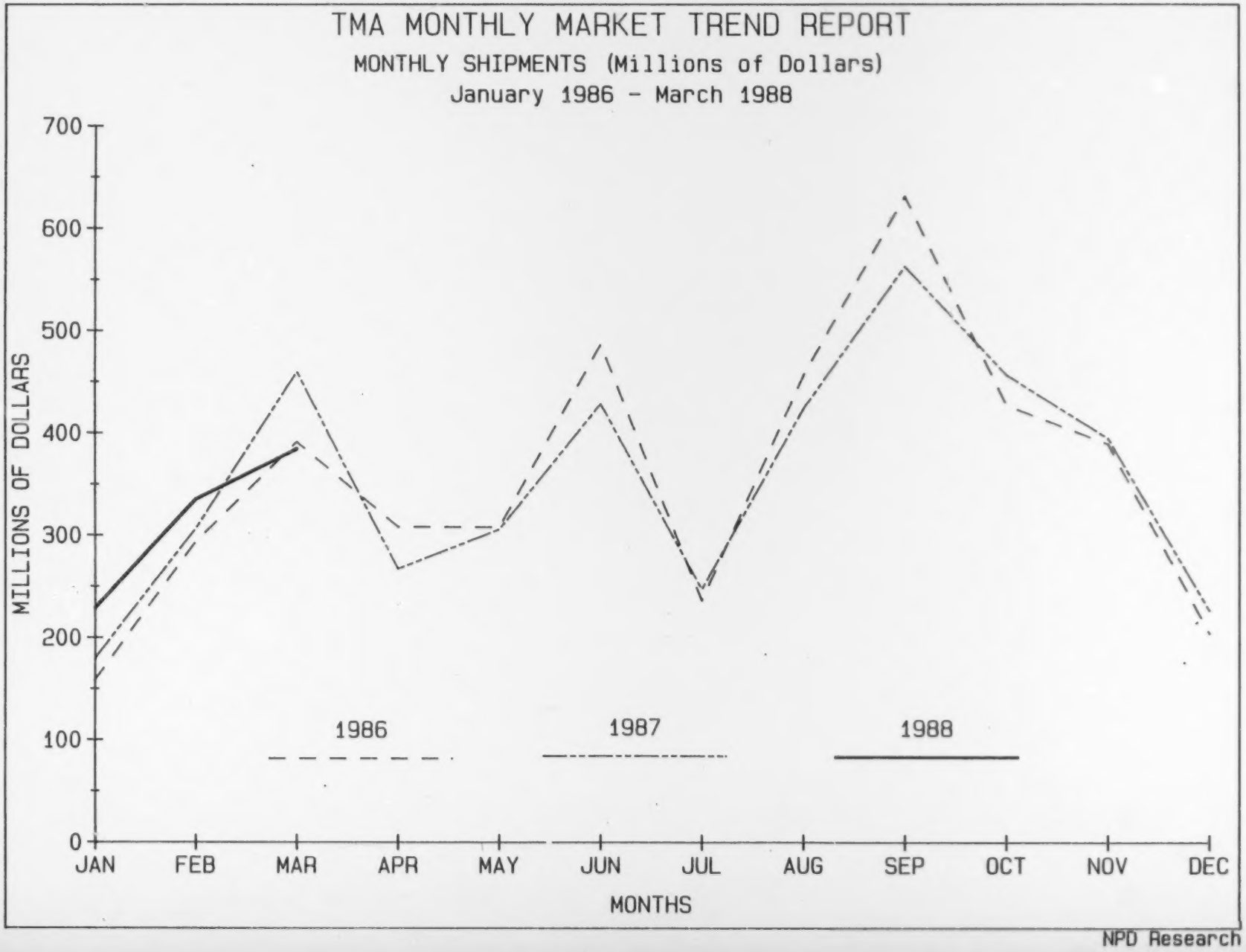
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH MARCH 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3										316.1
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	315.2
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	280.8
1988 CUMULATIVE YTD	228.8	563.9	948.2										
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6										868.0
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	932.8
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	820.2
1988 CUMULATIVE YTD	919.1	1588.3	2603.9										
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3										33.8
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	21.3
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	26.0
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2										1584.7
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1422.4
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1436.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - March 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
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JAN
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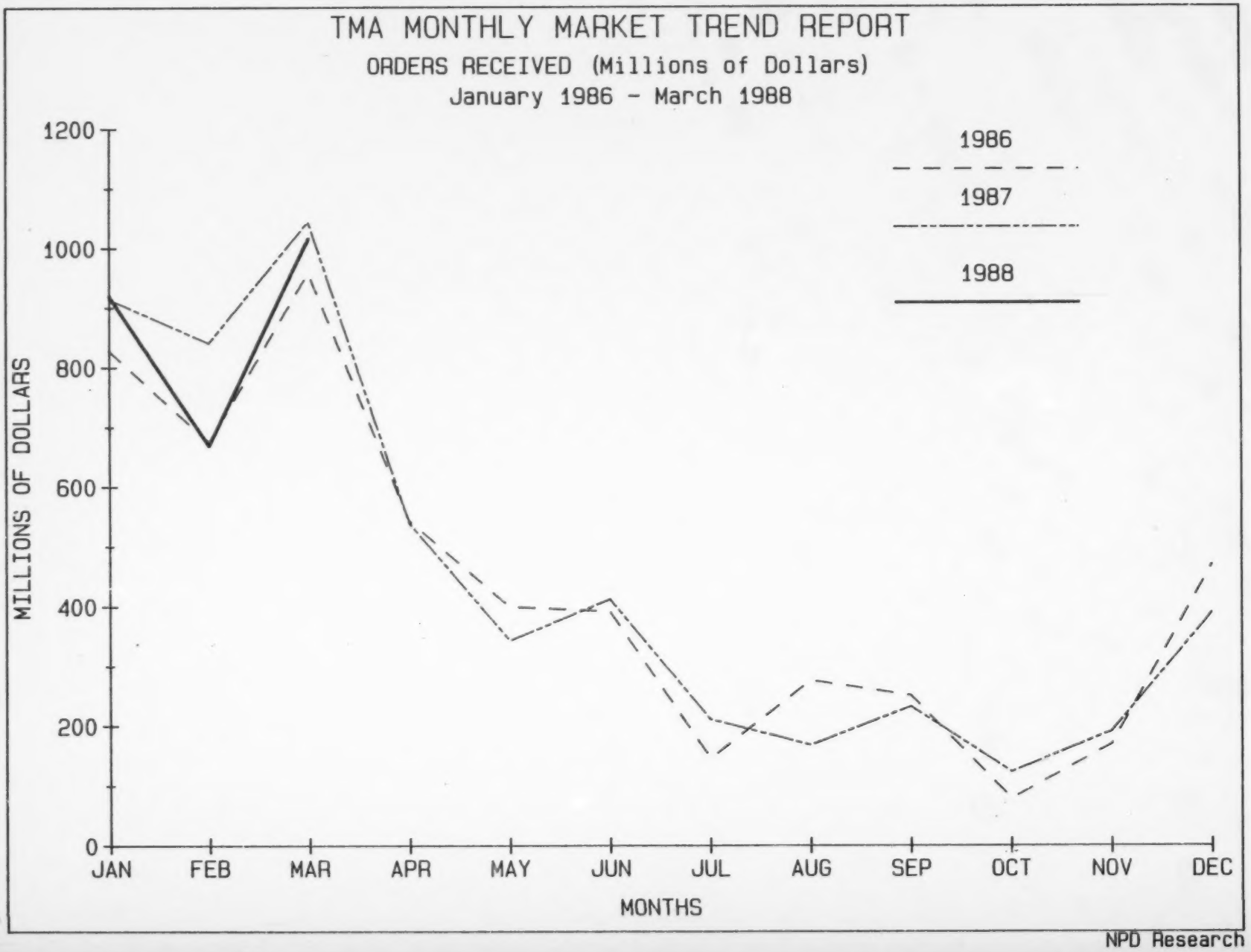
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - March 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - MARCH 1988

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO	X	X
BARR		X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN		X	* KIDSTAR	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

* NEW NAME - REPLACING SKILCRAFT

NOTE: BEGINNING WITH THE MARCH 1988 REPORT,
POWER WHEELS WILL NO LONGER BE PARTICIPATING.
M & S SHILLMAN IS NOT PARTICIPATING THIS MONTH.

6/8/88 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF APRIL 1988

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	279.2	+ 12.2	+ 4.6			
1987	267.0	- 41.2	- 13.4			
1986	308.2					
CUMULATIVE YTD						
1988	1227.4	+ 14.7	+ 1.2			
1987	1212.7	+ 62.0	+ 5.4			
1986	1150.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	458.2	- 80.9	- 15.0			
1987	539.1	- 4.1	- 0.8			
1986	543.2					
CUMULATIVE YTD						
1988	3062.1	-275.4	- 8.3			
1987	3337.5	+333.6	+ 11.1			
1986	3003.9					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

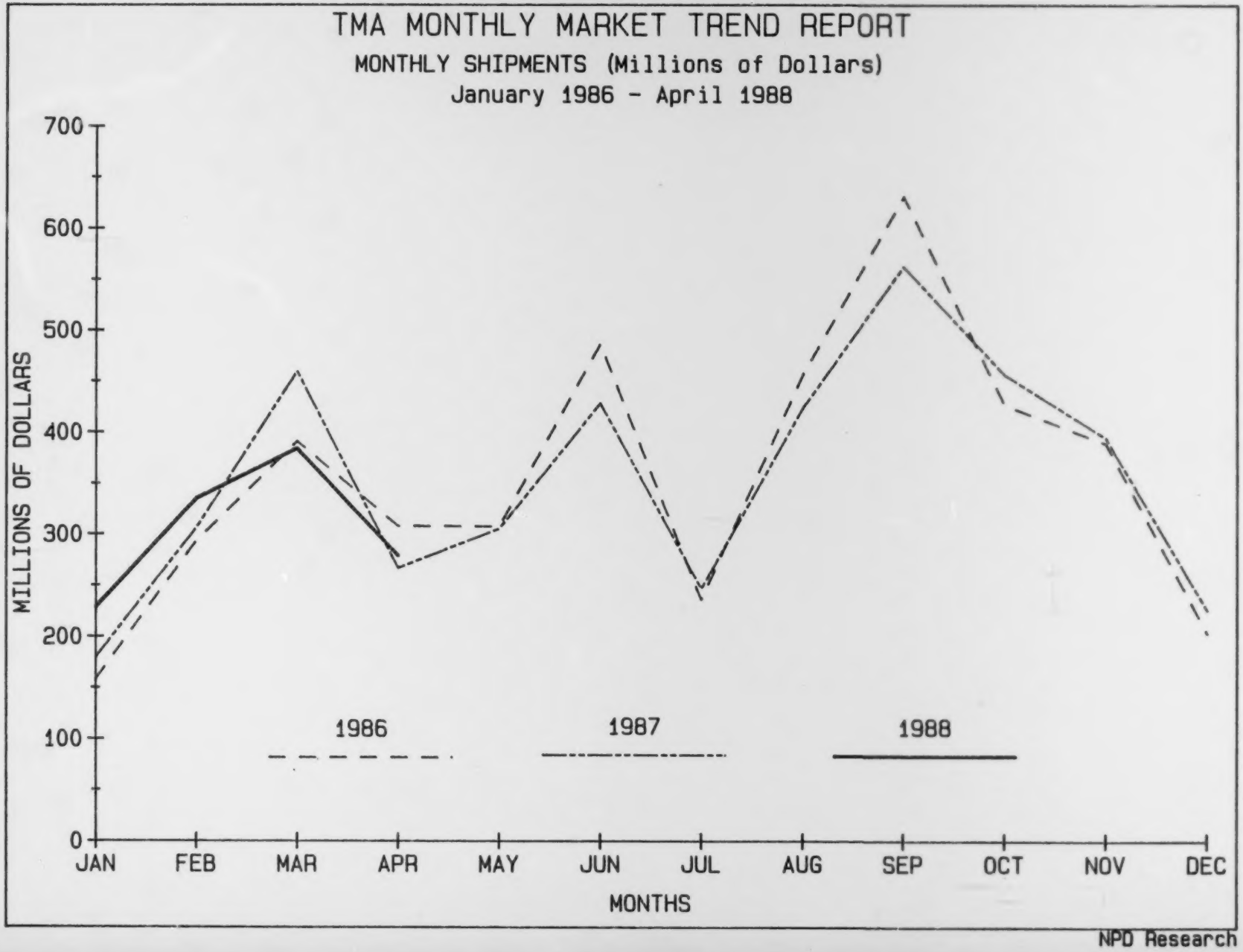
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

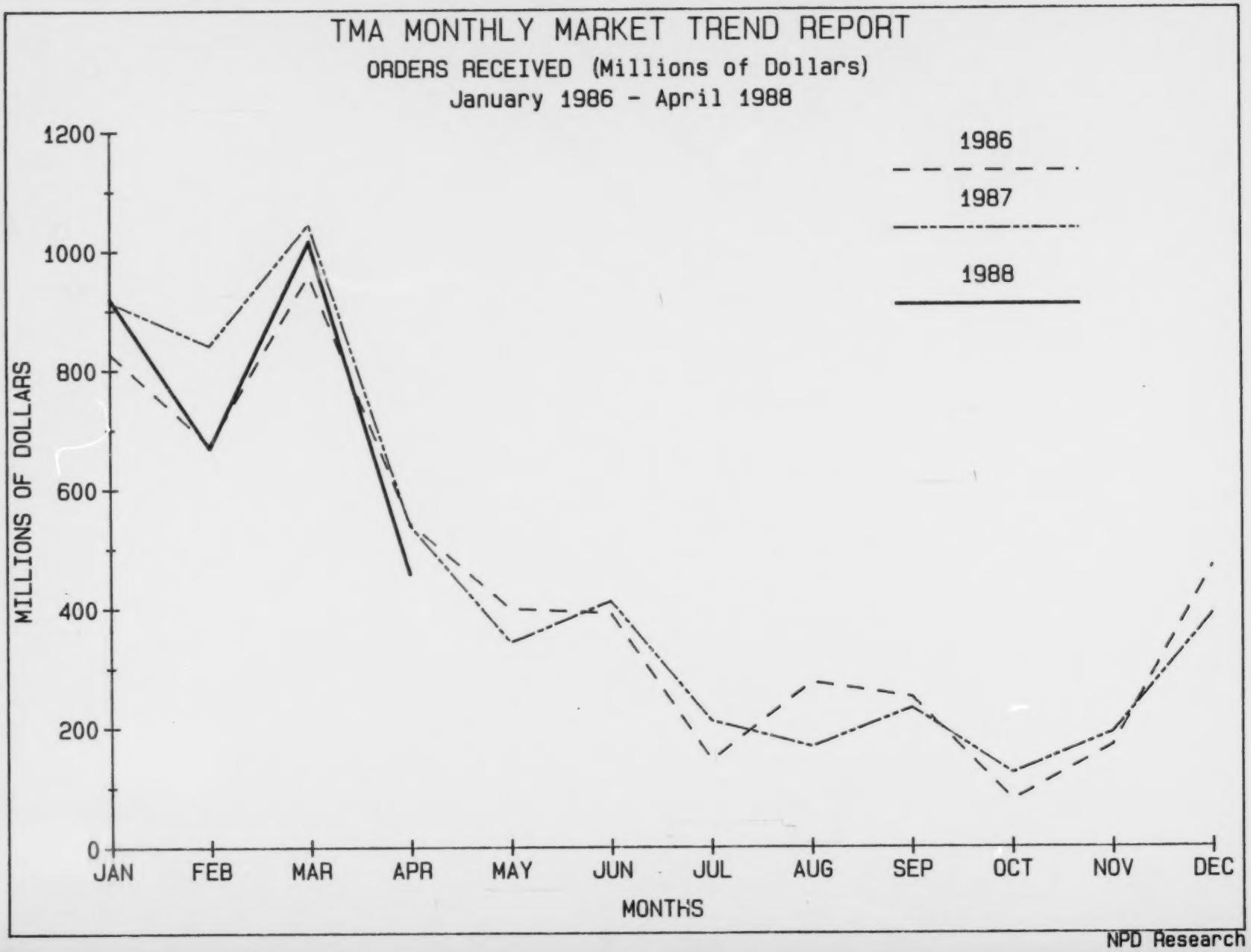
DOLLAR TREND BY MONTH APRIL 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2									306.9
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	303.2
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	287.7
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4									
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2									765.5
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	834.4
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	751.0
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1									
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4									31.2
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	28.6
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	24.8
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0									1749.0
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1601.5
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1610.3

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - April 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - April 1988
1986
1987
1988
MILLIONS OF DOLLARS
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - APRIL 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES		
BANDAI AMERICAN	X	X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	X
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY	X	

* NEW NAME - REPLACING SKILCRAFT

NOTE: BACHMANN IS NOT PARTICIPATING THIS MONTH.

7/13/88

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MAY 1988

(Number of companies reporting this month 40)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	273.0	-32.6	-10.7			
1987	305.6	-2.2	-.7			
1986	307.8					
CUMULATIVE YTD						
1988	1500.4	-17.9	-1.2			
1987	1518.3	+59.8	+4.1			
1986	1458.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	301.7	-41.5	-12.1			
1987	343.2	-55.9	-14.0			
1986	399.1					
CUMULATIVE YTD						
1988	3363.8	-316.9	-8.6			
1987	3680.7	+277.7	+8.2			
1988	3403.0					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

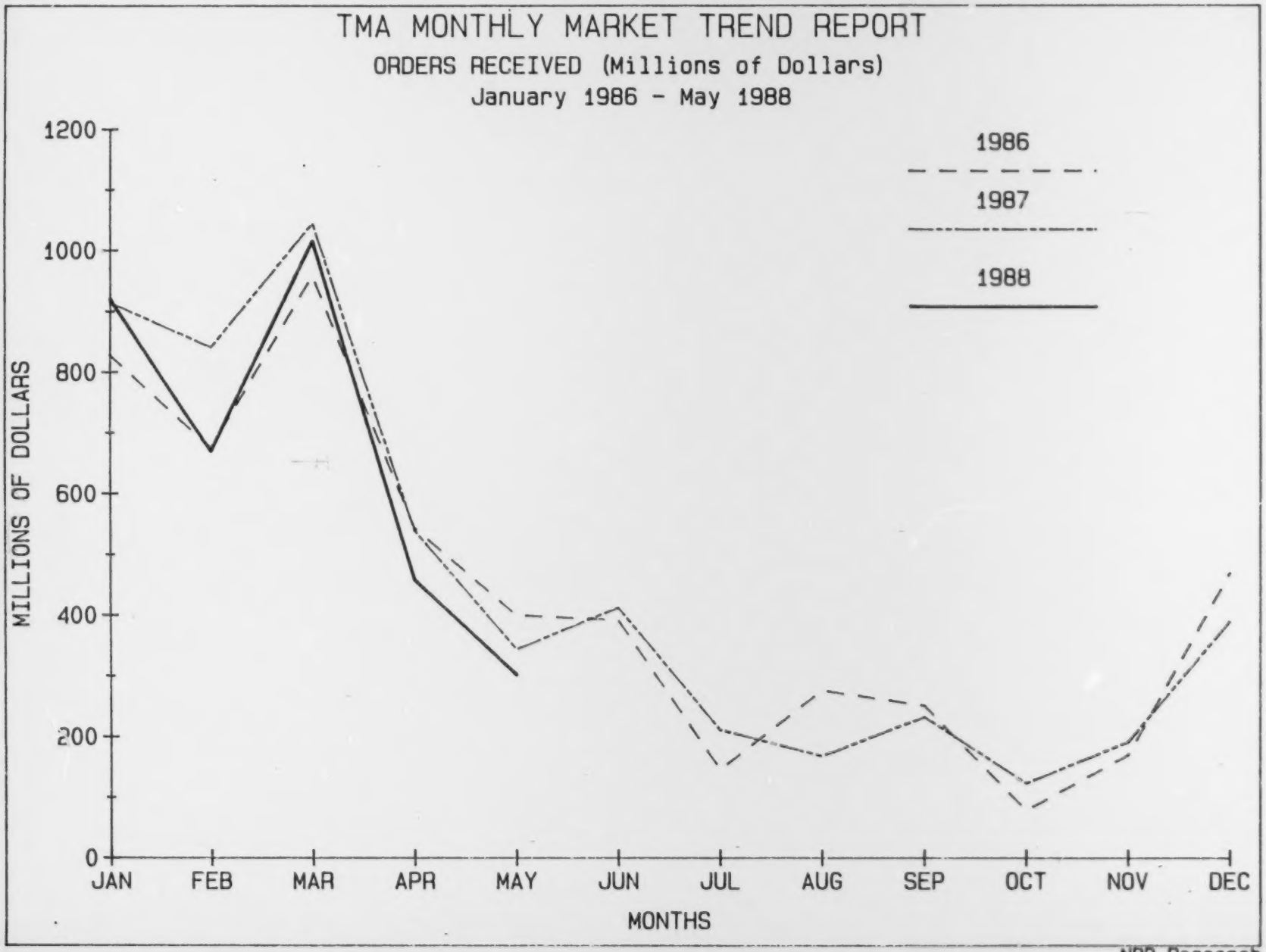
DOLLAR TREND BY MONTH MAY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2	273.0								300.1
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	303.7
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	291.7
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4	1500.4								
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2	301.7								672.8
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	736.1
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	680.6
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1	3363.8								
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4	54.3								35.8
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	33.1
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	31.8
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0	2190.7								1837.3
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1705.5
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1720.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - May 1988
700
600
500
400
300
200
100
0
MILLIONS OF DOLLARS
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - May 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES		X
BANDAI AMERICAN		X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS		X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	X
PLAYMATE TOYS	X	X
POWER WHEELS		
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY		**

* NEW NAME - REPLACING SKILCRAFT

** AMTOY WILL NO LONGER BE PARTICIPATING

NOTE: BACHMANN AND BANDAI ARE NOT PARTICIPATING THIS MONTH.

8/16/88 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JUNE 1988

(Number of companies reporting this month 40)	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH 1988	351.4	-76.8	-17.9			
1987	428.2	-58.3	-12.0			
1986	486.5					
CUMULATIVE YTD 1988	1851.8	-94.7	-4.9			
1987	1946.5	+1.5	+0.1			
1986	1945.0					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1988	278.1	-133.8	-32.5			
1987	411.9	+20.6	+5.3			
1986	391.3					
CUMULATIVE YTD 1988	3641.9	-450.7	-11.0			
1987	4092.6	+298.3	+7.9			
1986	3794.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

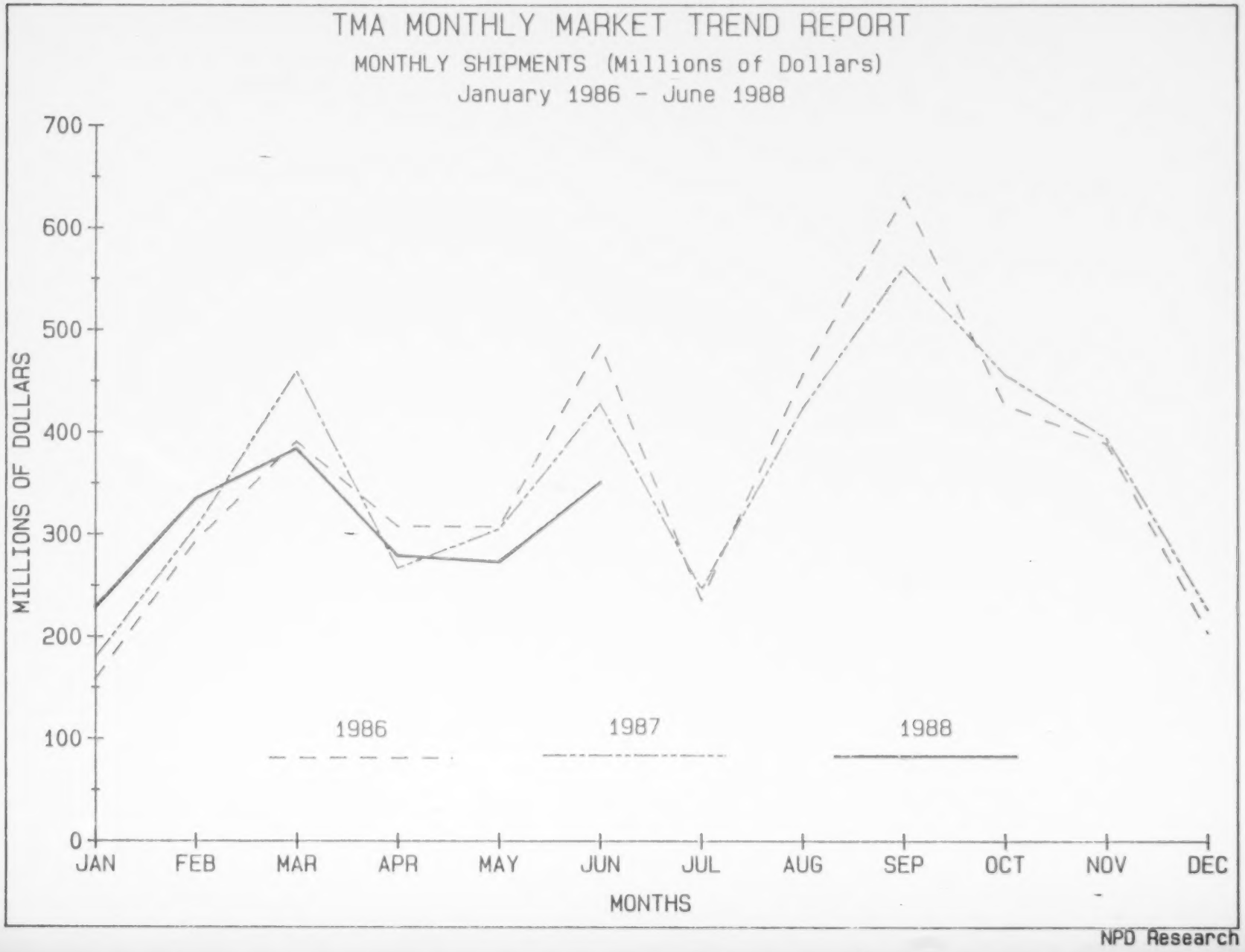
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH JUNE 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2	273.0	351.4							308.6
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	324.4
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	324.2
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4	1500.4	1851.8							
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2	301.7	278.1							607.0
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	682.1
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	632.4
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1	3363.8	3641.9							
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4	54.3	38.0							36.2
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	38.7
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	39.4
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0	2190.7	2087.1							1879.0
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1758.9
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1768.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - June 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
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JAN
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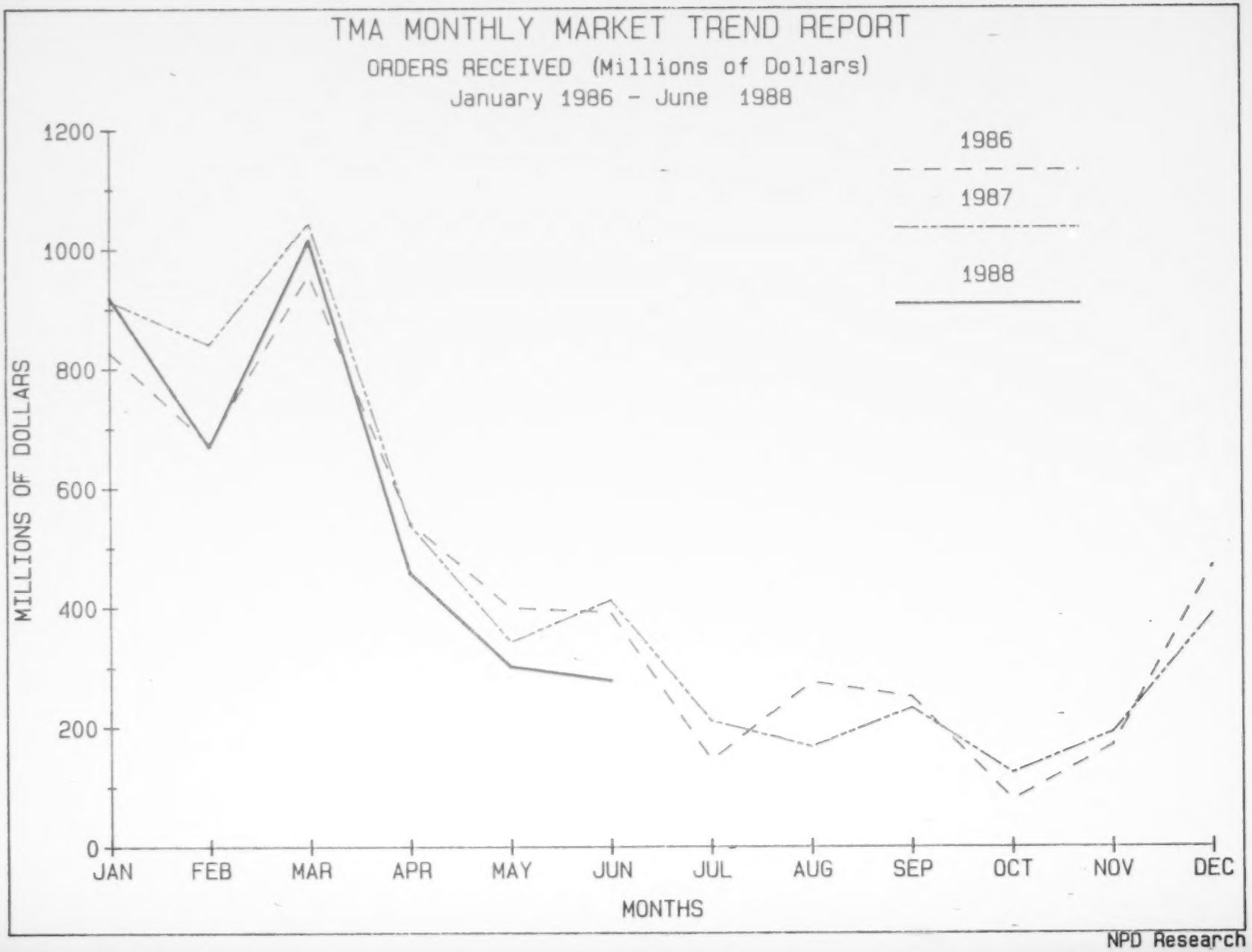
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - June 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 40 - JUNE 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	
BANDAI AMERICAN		X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS		X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO		X
PLAYMATE TOYS	X	X
POWER WHEELS		
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP.	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	X
** AMTOY		

* NEW NAME - REPLACING SKILCRAFT

** AMTOY WILL NO LONGER BE PARTICIPATING

NOTE: BANDAI AND PLACO ARE NOT PARTICIPATING THIS MONTH.

A9095-2
9/14/88

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JULY 1988

(Number of companies reporting this month 42)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	238.8	- 8.3	- 3.3			
1987	247.1	+10.9	+ 4.6			
1986	236.2					
CUMULATIVE YTD						
1988	2090.7	-102.9	- 4.7			
1987	2193.5	+ 12.4	+ 0.6			
1986	2181.2					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	108.1	-102.5	-48.7			
1987	210.6	+ 65.2	+44.8			
1986	145.4					
CUMULATIVE YTD						
1988	3750.0	-553.2	-12.9			
1987	4303.2	+363.5	+ 9.2			
1986	3939.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR -SIGNIFIES DECREASE

Compiled By:
The NPD Group

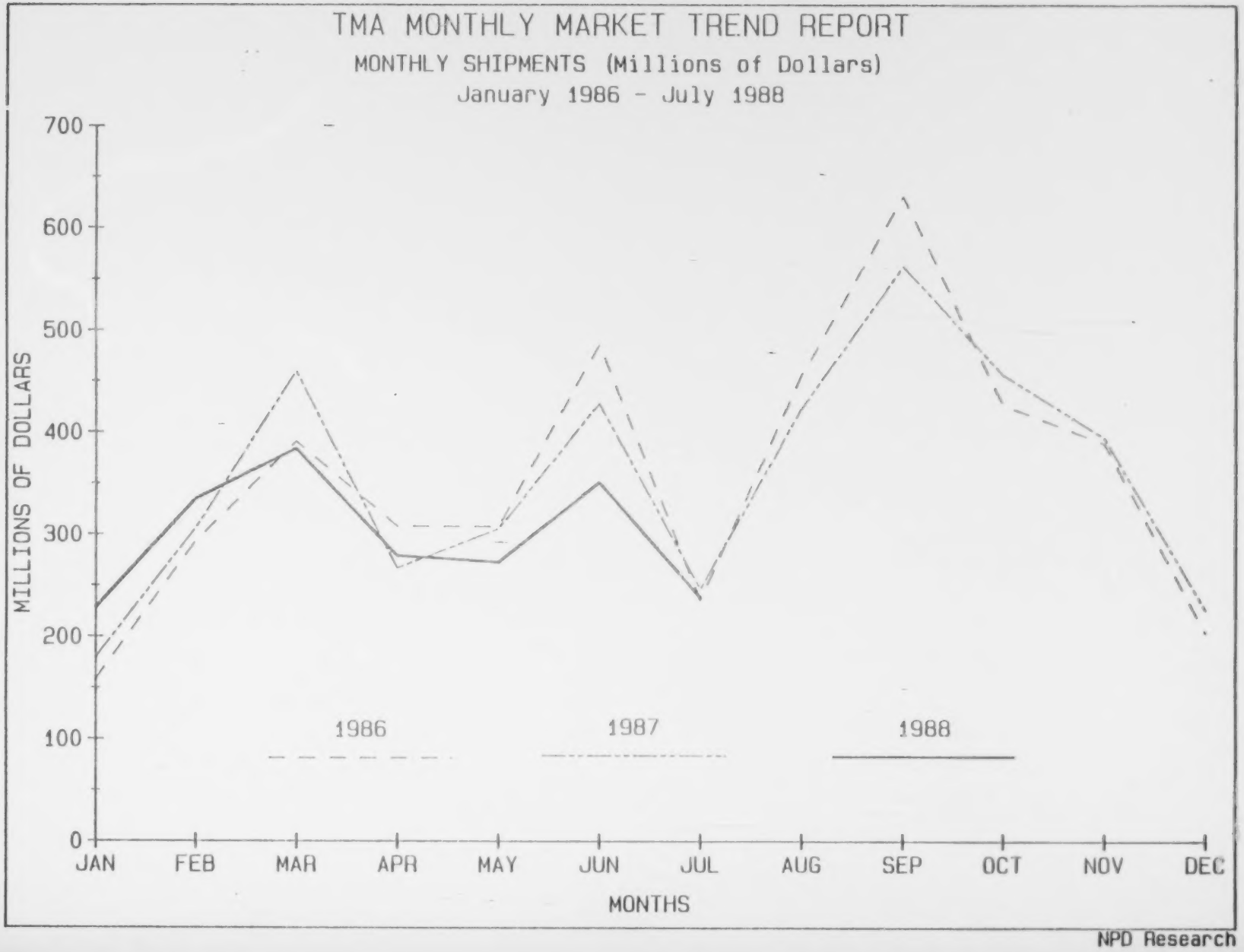
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH JULY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2	273.0	351.4	238.8						298.7
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	313.4
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	311.6
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4	1500.4	1851.8	2090.7						
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2	301.7	278.1	108.1						535.7
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	614.7
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	562.8
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1	3363.8	3641.9	3750.0						
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4	54.3	38.0	58.1						39.3
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	41.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	41.3
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0	2190.7	2087.1	1880.1						1879.1
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1784.1
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1782.3

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - July 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
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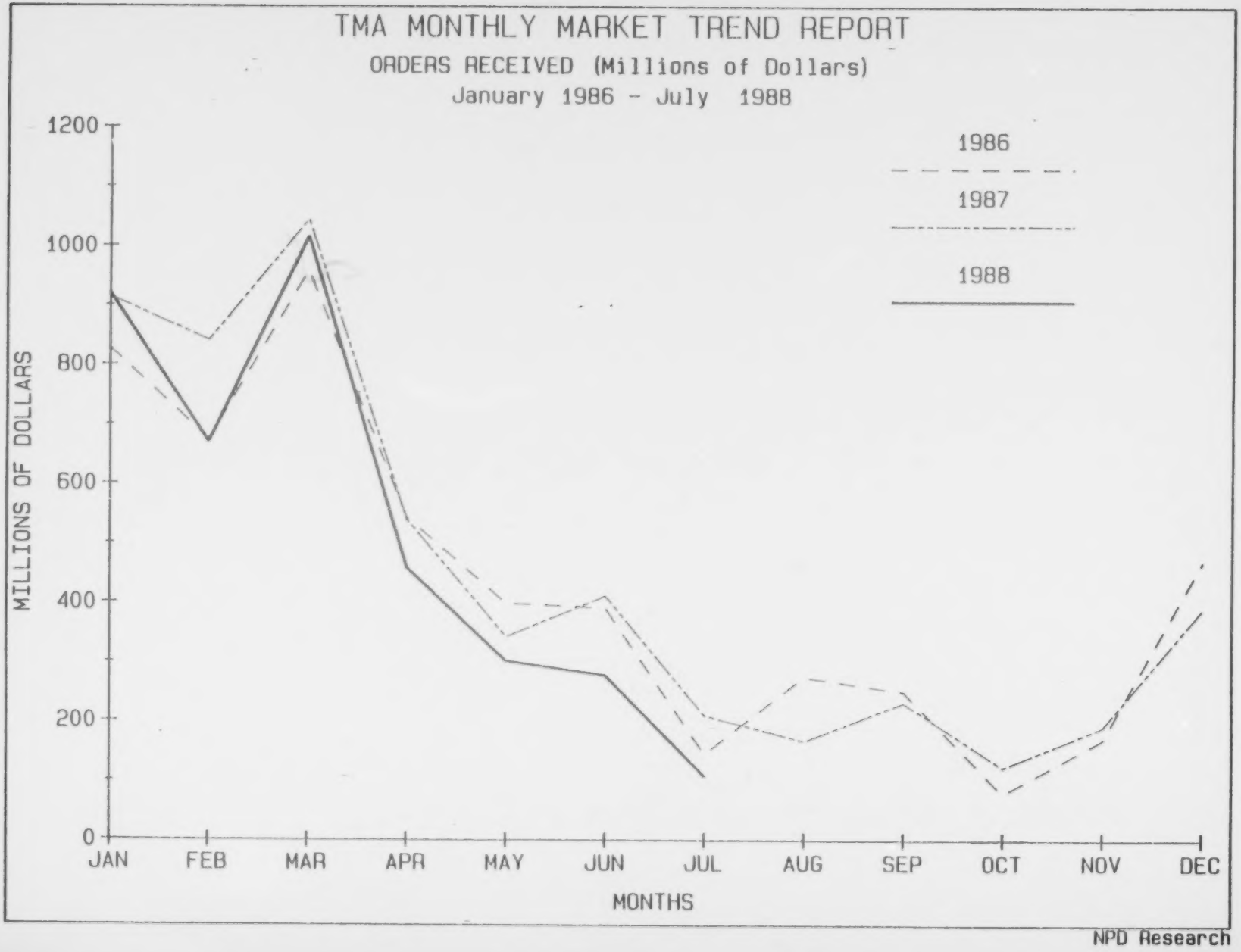
NOV
DEC
MONTHS
NPD Research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ORDERS RECEIVED (Millions of Dollars)
January 1986 - July 1988
1986
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JAN
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MONTHS
NPD Research

COMPANIES PARTICIPATING - 42 - JULY 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS		X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	
PLAYMATE TOYS	X	X
POWER WHEELS		
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP.	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	X
** AMTOY		X

* NEW NAME - REPLACING SKILCRAFT

** AMTOY WILL NO LONGER BE PARTICIPATING

A9095-2
10/7/88

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF AUGUST, 1988

(Number of companies reporting this month 42)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	386.9					
1987	423.8	-36.9	-8.7			
1986	456.4	-32.6	-7.1			
CUMULATIVE YTD						
1988	2476.8					
1987	2617.4	-140.6	-5.4			
1986	2637.6	-20.2	-0.8			
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	204.3					
1987	167.5	+36.8	+22.0			
1986	275.5	-108.0	-39.2			
CUMULATIVE YTD						
1988	3953.6					
1987	4470.7	-517.1	-11.6			
1986	4215.2	+255.5	+6.1			

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR -SIGNIFIES DECREASE

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH AUGUST 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2	273.0	351.4	238.8	386.9					309.6
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	327.2
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	329.7
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4	1500.4	1851.8	2090.7	2476.8					
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2	301.7	278.1	108.1	204.3					494.2
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	558.8
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	526.9
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1	3363.8	3641.9	3750.0	3953.6					
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4	54.3	38.0	58.1	61.7					42.1
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	43.8
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	47.9
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0	2190.7	2087.1	1880.1	1672.1					1853.2
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1765.4
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1757.3

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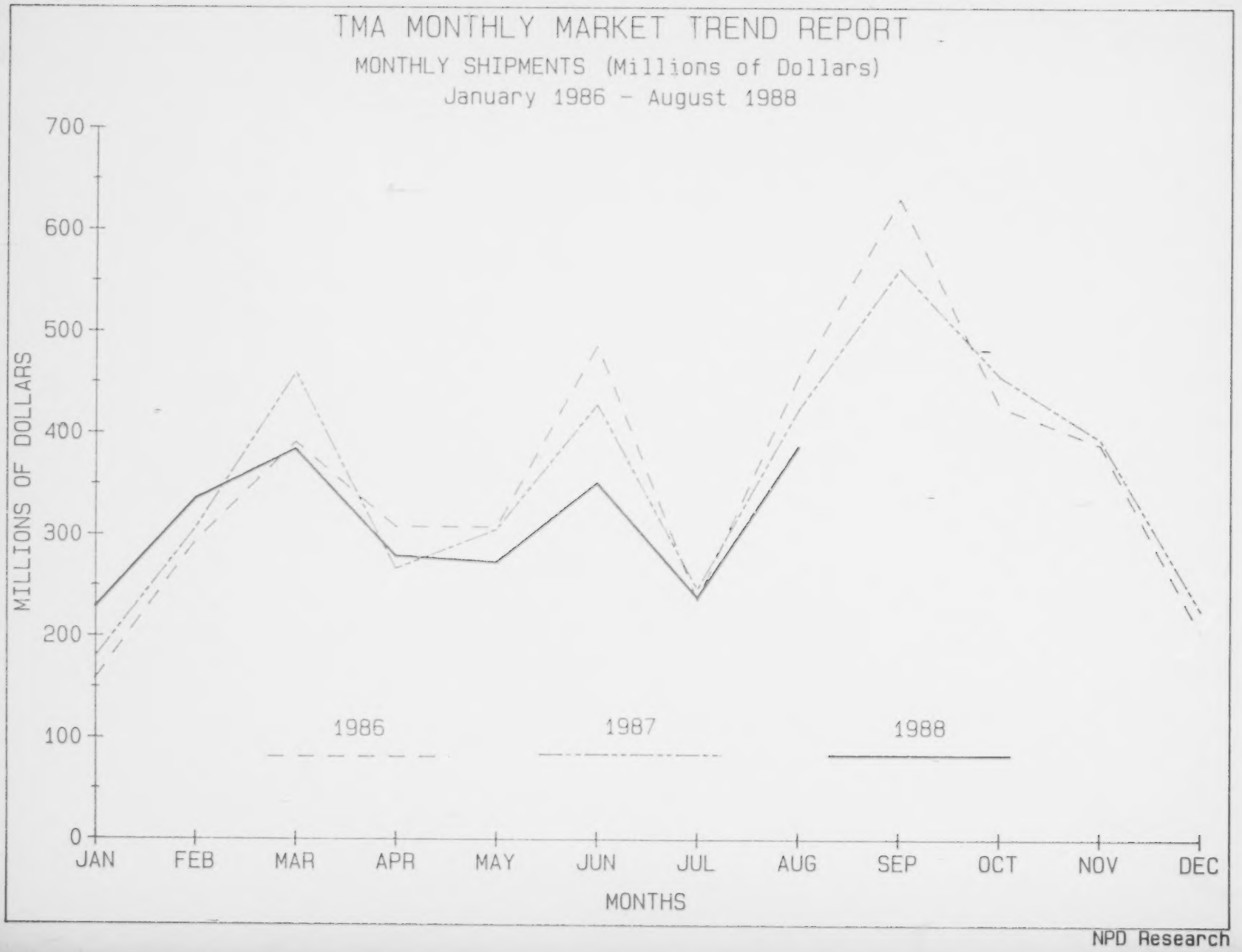
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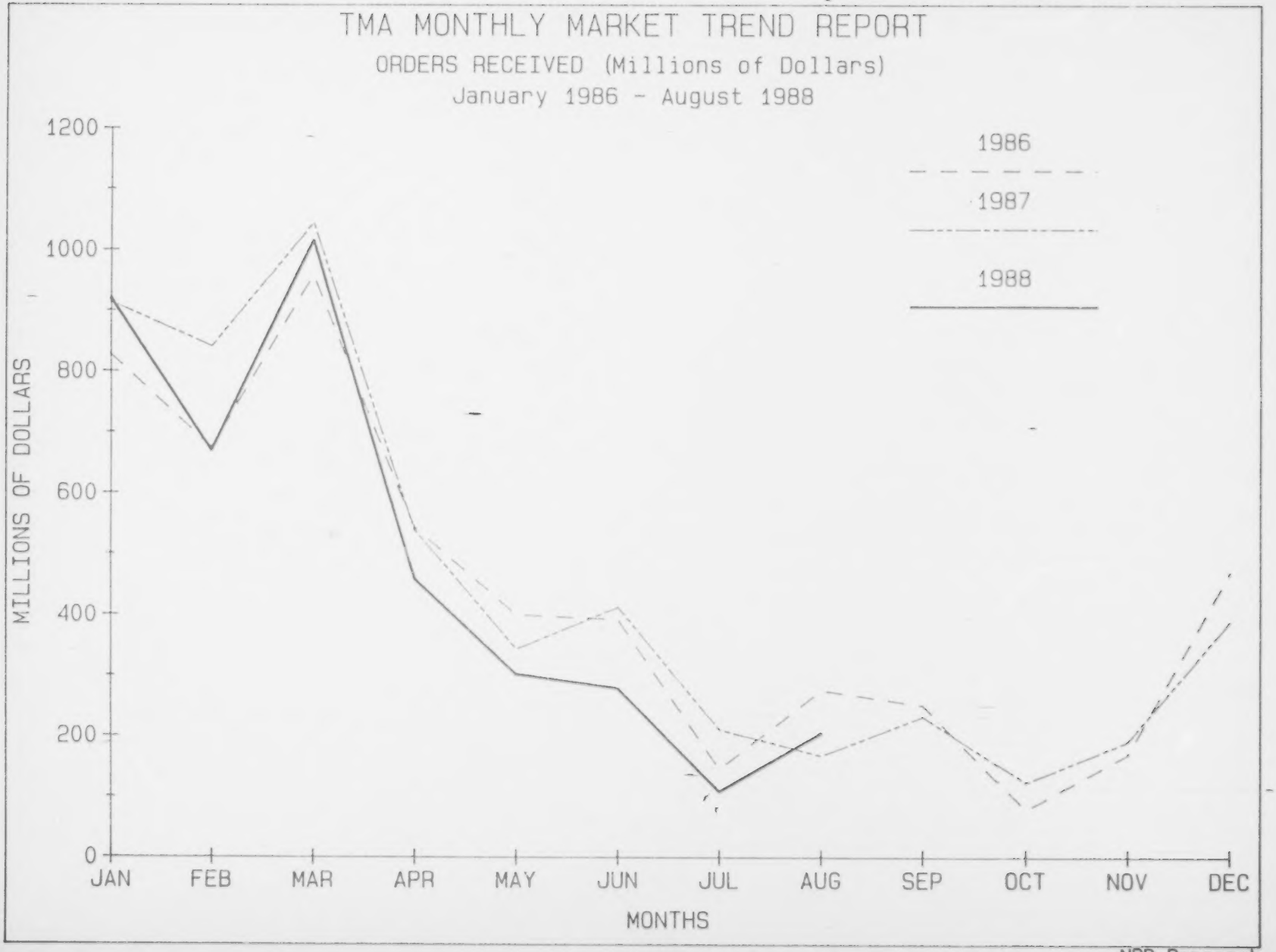
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NPD Research

COMPANIES PARTICIPATING - 42 - AUGUST 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS		X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
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STROMBECKER CORP.	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	X
** AMTOY		X

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